

Brief *newsletter*

May | 2007

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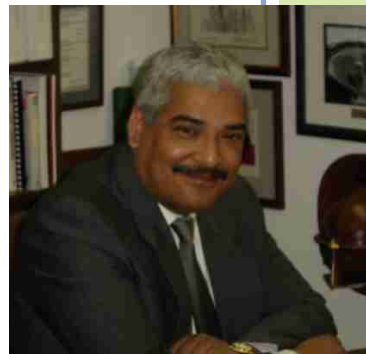
1 **UCSP Approved by Council**



After nearly four years of planning and public input, the Chula Vista City Council approved a plan that clears the way for revitalization of about 600 acres in the northwestern portion of the City, including the downtown Third Avenue corridor. The Urban Core Specific Plan (UCSP) sets the stage for a vibrant pedestrian-friendly urban setting with new housing, business and shopping opportunities. Approval came at a combined meeting of the Council, the CVRC (Chula Vista Redevelopment Corporation) and the Redevelopment Agency April 26. The UCSP is a zoning document that implements the vision for the Urban Core that was established by the updated General Plan. It provides a set of contemporary tools and guidelines that allow new development and redevelopment to occur over the next 20 to 25 years.

2 **New City Manager**

Chula Vista's new chief executive moves into City Hall June 11. Last month, the City Council voted unanimously to select David R. Garcia--the County Administrator of Yuma County--for the position of City Manager. Over the past 25 years, Garcia has been employed in executive level municipal management in some of the nation's largest and most progressive communities. During his distinguished career in public service, he has held the following positions: City Manager of Corpus Christi, Texas; Deputy City Manager of the City of Phoenix; Deputy Administrator of the City of Los Angeles' Community Redevelopment Agency; and Special Projects Director for the City of San Antonio.



3 **State of the City**

Mayor Cheryl Cox presents her first State of the City address May 22 at 6 p.m. in Council Chambers. After light refreshments are served, the Council will convene its regular Tuesday meeting.

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4 Meetings Cancelled

Two May meetings of the Chula Vista City Council have been cancelled: a workshop May 3 and a regular meeting of the City Council, May 8. No Council meeting is scheduled for the fifth Tuesday, May 29. Also, the CVRC meeting slated for May 10 has been cancelled.

5 Taste of the Arts Changes Location

Chula Vista's Taste of the Arts festival celebrates its 20th anniversary this month in a new location. Mark your calendars for May 20 as the day-long popular arts event moves from the bayfront to Third Avenue and Memorial Park, from 10 a.m. to 5:30 p.m. Enjoy the 120-member San Diego Youth Symphony Orchestra, nine ensembles from the Sweetwater Union High School District, and other live performances including Fattburger and Night Shift throughout the day on two stages.

Many of your favorite professional artists are back for an encore. And don't miss the pair of juried art exhibits sponsored by the National Arts Program.

For more information about Taste of the Arts, visit the City's website at www.chulavistalibrary.com/Cultural_Arts/special_events.asp or call (619) 585-5627.



6 Safe City Event

At the end of the month, the Chula Vista Police Department and its community safety partners will unveil the local "Safe City Project." It's a program designed to reduce crime and improve safety in designated commercial areas. Chula Vista's "Safe City Project" will officially be launched May 31 by the CVPD, Target Corporation and more than 50 other public and private partners.

The program, which focuses on the northwestern area of the city and the southwestern tip of National City, is aimed at discouraging auto theft and panhandling, among other issues. Adding private security bike patrols, improving lighting and introducing better signage are just a few of the tools that will be used to make the focus neighborhood safer. Two years ago, Target helped establish the Safe City crime-fighting program in other communities across the country with impressive results; car theft and petty crimes plunged dramatically in "Safe City" areas. For more information on Chula Vista's program, contact Sgt. Joe Cline, at jcline@chulavistapd.org.



**Helping communities
and businesses
reduce crime and
create an environment
where people feel
safe and secure.**

We need your help!



7 Taking Aim At Underage Drinking

In an attempt to send a clear message about underage drinking, the City Council passed a social host ordinance, which bars adults from hosting or allowing parties where minors consume alcohol. The ordinance holds adults accountable for what happens at home or at an event they sponsor, and sets fines--up to \$1,000--for offenders. In certain cases, those who violate the ordinance may be prosecuted criminally. The ordinance is expected to take effect in time for the Memorial Day holiday.

8 Free Concerts Begin June 3

"Music In The Park," a free concert series presented by the Chula Vista Office of Arts and Culture, kicks off another summer season June 3. Concerts are slated in three parks in different areas of the city. All of the concerts will be presented on Sundays from 5 to 6:30 p.m. June's events are scheduled in eastern Chula Vista on the patio of Salt Creek Park Recreation Center, located at 2710 Otay Lakes Road.

June 3, 5-6:30 p.m.: Night Shift

Classic rock, blues and music of the 60s

June 10, 5-6:30 p.m.: Pacific Brass & Electric

Classic Motown, Tower of Power

June 17, 5-6:30 p.m.: The Players

70s and 80s standards

June 24, 5-6:30 p.m.: Scott Martin Latin Soul Band

Latin/jazz blues

For more information, call the City's events line at (619) 585-5682 or visit www.chulavistaca.gov.

9 False Alarms

As more residents and business owners turn to alarm systems for protection, they need to know that false alarms can be costly. In 2006, Chula Vista police responded to approximately 7,000 false alarms, sometimes diverting valuable resources away from high priority calls. The City assesses penalties for false alarms, beginning with the third incident in a 12-month period. And fines may be going up soon. To avoid false alarms, make sure your alarm system is working properly and know how to operate it.

Questions about false alarms can be directed to CVPD at (619) 585-5719.

10 Library Hosts Used Book Sales in May

Looking for an interesting book to read or tape to watch? Then check out the huge selection of used materials that will be offered at three library book sales on May 12 and May 19. All of the sales benefit the Chula Vista Public Library. On May 12, the Library's EastLake Branch sale features hardcover and paperback books ranging from children's books to best sellers at the EastLake Village Shopping Center. Call (619) 397-3980 for details. At the May 19 events at the Civic Center and South Chula Vista branches, everything from adult and juvenile VHS videotapes, books on tape, English and Spanish paperback best sellers, and numerous non-fiction materials will be offered for sale.



contact

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